

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary Public

Date: 8/23/2013

GAIN Report Number: MX3308

Mexico

Post: Mexico ATO

Pescamar Seafood Trade Show Highlights

Report Categories:

Fishery Products

Approved By:

Alicia Hernandez

Prepared By:

Justin Bogda

Report Highlights:

Pescamar 2013 was held in the Mexico World Trade Center from June 26-28, 2013 as a part of the trade show Expo Restaurantes. Pescamar promotes the seafood (both live-catch and aquaculture) industry through exhibits, workshops, business meetings, and training sessions, and was widely attended this year by both Mexican and international suppliers, producers, and distributors. This year marked the seventh edition of this annual show, which continues to be the largest and most important exhibition of seafood in Mexico.

General Information:

Pescamar 2013 was held in the Mexico World Trade Center from June 26-28, 2013 as a part of the trade show Expo Restaurantes. Pescamar promotes the seafood (both live-catch and aquaculture) industry through exhibits, workshops, business meetings, and training sessions, and was widely attended this year by both Mexican and international suppliers, producers, and distributors.

Pescamar's Influence

Pescamar's focus is on the hospitality industry, seeking to connect seafood suppliers, producers, and distributors with hotels, restaurants, and other fields within tourism and hospitality. Pescamar offers a wide variety of activities including a business center, fishing discussions, food tasting, and even an exhibition of live species for the purpose of promoting trade and consumption of seafood within Mexico.

Growth and changes to Pescamar

Pescamar 2013 was held from June 26-29, Wednesday through Friday. Pescamar has been growing in influence since it first began, and has emerged as the largest seafood exposition in Mexico in recent years. Three years ago, Pescamar included a culinary competition featuring top students from culinary institutes around Mexico to showcase innovative seafood dishes aimed at promoting a greater consumption of seafood. Dishes such as tilapia al pastor and tilapia rellena de pimientos al ajillo highlight the low cost, health benefits, and Mexican cooking-styles to extend the reach of such seafood to new sectors and markets. The culinary competition has continued since its inception, and has added younger audiences to the show. This past year, Pescamar joined the 13th annual ExpoRestaurantes for the first time, extending Pescamar's presence beyond the seafood sector. ExpoRestaurantes additionally included the 12th annual Expo Orgánicos, and together the three expos featured 5,000 products and 350 exhibitors.

Size and demographics

Pescamar displayed 40 exhibits, with a mixture of international and Mexican suppliers, producers, and distributors, both big and small. Seafood suppliers, producers, and distributors primarily represented the states of Sinaloa, Baja California, Baja California Sur, Veracruz, and the Federal District, but Sonora, Tamaulipas, Puebla, Nayarit, Hidalgo, Michoacán, Jalisco, and Campeche were present as well, although to a lesser extent.

The number of exhibits for U.S. products was very limited, however. The large majority of seafood suppliers, producers, and distributors were companies and organizations based within Mexico. These companies sold products caught in Mexico and from around the globe, most notably Chile, China, Vietnam, and various other parts of Southeast Asia. There were only two companies based out of the United States at the Pescamar portion of the show, and Trident Foods had a booth at the general Expo Restaurantes show.

Presence of U.S. Products and Opportunities for Exporters

Seafood from the United States has a relatively small presence in the Mexican market compared to domestic Mexican products and products from South America and Southeast Asia. One distributor at the 2013 Pescamar trade show revealed that their organization used to carry a high number of U.S.

products, but due to price, they have transitioned to exports from China and Chile in recent years, and currently do not carry any U.S. products.

Certain products within the Mexican market are already dominated by well-established organizations. Tuna, for example, had a large presence at the show with Tuny and Pinsa Congelados, the two largest distributors of canned, filleted, and squared tuna in Mexico. Oysters, a very popular dish throughout Mexico, are also widely available domestically, as are shrimp, small scallops, lobster, and bony fish such as tilapia and catfish.

Several products are emerging in the Mexican seafood market, however. Calamari from Sinaloa is one example, and distributors see market opportunities, especially within higher-end restaurants. Currently, calamari is only available in higher-end supermarkets throughout Mexico. Cold-water fish and large scallops also present opportunities to exporters not already in the market. One exporter based out of the United States noted that large scallops are not popular or available in Mexico, while small scallops are. There is a similar potential for successful exporting of large scallops to seafood restaurants. With the increasing importance of the healthy food market in Mexico, seafood alternatives to meat products, such as the Swai fish burger, present opportunities in an emerging market. U.S. companies present at the show did note a risk for U.S. exporters, citing that in the United States a distributor can get insured in case their buyer does not pay for the product purchased, but not in Mexico.

Among distributors based at Pescamar based outside of the United States, very few U.S. products were carried. Some companies had previously carried U.S. products but had moved to cheaper alternatives, primarily from China. Specifically, salmon products were entirely from Chile, which exports a less flavorful and less expensive variety of salmon.

Pescamar 2014

For more information on how to participate in Pescamar 2014, please visit their website at: <http://www.pescamar.com.mx/>.

Post Contacts and Further Information

For further information and to learn more about the services provided by the Agricultural Trade Offices (ATO) in Mexico, please contact us at:

U.S. Agricultural Trade Office in

Monterrey, Mexico

Brian Goggin, Director

Oficinas en el Parque Torre II

Blvd. Díaz Ordaz No. 140, Piso 7

Col. Santa Maria, 64650

Monterrey, Nuevo León

Tel: (011 52 81) 8333-5289

E-mail: atomonterrey@usda.gov

U.S. Agricultural Trade Office

Mexico City, Mexico

Brian Goggin, Director
Liverpool No. 31, Col. Juárez
06600 México, D.F., México
Tel: (011 52 55) 5140-2671
Fax: (011 52 55) 5535- 8357
E-mail: atomexico@usda.gov

For more information on the seafood market in Mexico, please reference the 2013 GAIN report number MX3307. For information about import regulations of seafood, please reference GAIN report number MX9334.

FAS/Mexico Web Site: We are available at: <http://www.mexico-usda.com> or visit the FAS headquarters' home page at: <http://www.fas.usda.gov> for a complete selection of FAS worldwide agricultural reporting.